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fashion calendar

35 WEST 53rd STREET • NEW YORK 19
RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

circle 7-4447

1954

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON

GIVEN BY

WHERE

WEEK ENDING SATURDAY, APRIL 10, 1954

Saturday EASTER FASHION SHOW TRAPHAGEN SCHOOL FOR HOTEL ASTOR
April 10 AT BENEFIT LUNCHEON MULTIPLE SCLEROSIS FUND GRAND BALLROOM
12:45 P.M. "Easter At The Astor - Now and 50 Years Ago" -- benefit luncheon show
Luncheon featuring costumes actually worn at the 1904 opening of the Hotel Astor,
in addition to 1954 fashions. Reservations: \$6.00; contact: Mrs. Miriam
Grossman, DE. 2-8393. Traphagen Contact: Dorothy Tyroler, CO. 5-2077.

WEEK BEGINNING MONDAY, APRIL 12, 1954

Monday PRESS PREVIEW OF GIMBELS 3RD FLOOR
April 12 BOUTIQUE FASHIONS SPECIALTY CORNER
10:00 A.M. Gimbels will present accessories and separates from Europe for Spring,
Breakfast 1954 at a showing for the press. By invitation. Publicity: Ellen Eskin,
LO. 5-1500, Ext. 600.

Monday FUR FASHIONS AT REVILION FRERES CARLTON HOUSE
April 12 LUNCHEON SHOW (11 WEST 57TH STREET) CARLTON ROOM
1:00 P.M. Showing of Spring and Summer furs by Revillon Freres. Contact: Headwaiter,
Luncheon TE. 8-3000. Carlton House Publ: Rasponi Assoc., 667 Madison, TE.8-8171.

Tuesday
April 13
SUMMER AND FALL
ST. LOUIS FASHION
HAMPSHIRE HOUSE
THE COTTAGE

9:00 A.M.
Breakfast
"Fashions For A Young Summer"--preview of Summer dresses and sportswear by
the St. Louis Fashion Creators. Also, a special collection of Fall backto-school fashions. By invitation only. Publicity: Joan Gardner, 915
Olive St., Suite 1215, St. Louis, Mo.

Tuesday BRANELL FASHIONS GUNTHER JAECKEL WALDORF-ASTORIA
April 13 AT LUNCHEON SHOW EMPIRE ROOM
12:30 P.M. Gunther Jaeckel will present Summer fashions by Branell during luncheon.
Luncheon Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000.
Gunther Jaeckel Publ: Carole Paley, PL. 5-7000. Branell Publ: Mildred

Kaldor, MU. 9-5420. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.

Tuesday PREVIEW OF NEW CLAIROL, INC. HOTEL PIERRE
April 13 HAIR FASHIONS (510 SIXTH AVENUE) ROOF GARDEN
4:00 P.M. Clairol will present news in hair fashions to the press. Showing at
Cocktails 4:30 P.M. By invitation only. Publicity: Jack Shor, OR. 5-0700.

Tuesday
April 13
FOR DOROTHY SHAVER
CHRISTIANS & JEWS
BALLROOM
7:00 P.M.
Dorothy Shaver, president of Lord & Taylor, will receive the annual gold
medal of the National Conference of Christians and Jews at a dinner in her
honor "for outstanding achievement in the field of human relations."
Price: \$100.00. Publicity: Jacob Schwab, 391 Fourth Ave., MU. 9-4720.

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DATE

WHAT'S GOING ON

GIVEN BY

WHERE

Wednesday PREVIEW OF NEW

ROBERT BARBER. INC.

6 EAST 53RD STREET SHOWROOM - 3RD FLOOR

FURNITURE SHOWROOM

9:30 A.M. - Presentation of the Robert Barber furniture collection; also representing 11:00 A.M. Orsenigo, Salterini (wrought iron), King Sleep Products, Pine & Baker, and Breakfast others. By invitation only. Showing to trade, 3:00-6:00 P.M., cocktails. Contact: Mrs. Lillian Barber, EL. 5-0785.

Wednesday PRESS PREVIEW OF April 14 FUR COLLECTION

ALFRED RAINER. INC.

17 EAST 55TH STREET

SALON

10:00 A.M. Alfred Rainer will invite the press to preview his late Spring and early Fall fur collection. By invitation. Publ.: Mary Alice Rice, CI. 6-1790.

Wednesday PREMIERE OF

DAVE BELLSEY CO.

512 SEVENTH AVENUE

April 14 "MEXICAN SOPHISTICATES" SHOWROOM - 30TH FLOOR

Private trade showing of a group of separates designed and co-ordinated for 2:30 P.M. Bellciano by the French painter, Michel Cadoret, hand-woven, and handembroidered by natives in Mexico. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.

Thursday

PRESS PREVIEW OF

MACY'S NEW YORK

13TH FLOOR

April 15 BOUTIQUE IMPORTS

EXEC. DINING ROOM

Macy's will invite the press to a preview of boutique imports, featuring 9:30 A.M. Breakfast French and Italian accessories and separates. By invitation only.

Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.

April 16 GOOD FRIDAY.

Friday "PARIS IN NEW YORK" GUNTHER JAECKEL

THROUGHOUT THE

April 16 FASHION SHOWS

STORE

3:00 P.M .- In conjunction with Second Annual "Paris In New York" Festival, Gunther 5:00 P.M. Jaeckel presents informal showings throughout store Fri., April 16, Tues., April 20, Wed., April 21, 3:00-5:00 P.M. Publ.: Carole Paley, PL. 5-7000.

April 18 PASSOVER (Sunday, April 18 - April 25).

EASTER ACTIVITIES IN NEW YORK CITY-

Saturday EIGHTH ANNUAL EASTER

ARNOLD CONSTABLE

CENTRAL PARK

April 17 EGG-ROLLING CONTEST

GRAND MALL GREEK R

2:00 P.M. Arnold Constable will present their eighth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children from 5 to 13 years of age. Publicity: Gloria Geis, MU. 5-2300.

Sunday SOPHIE'S FASHIONS

WPIX-TELEVISION

CHANNEL 11

April 18 ON EASTER SHOW

11:30 A.M. Fashions by Sophie of Saks Fifth Avenue will be televised in their Salon Moderne, with Nancy Randolph, Society Editor, N. Y. Daily News interviewing 1:30 P.M. celebrities there. John Tillman will discuss men's fashions. Public

Relations: Les Hollingsworth, MU. 2-6500.

Sunday PAGEANT OF FASHIONS April 18 TO BE TELEVISED

NBC-TV TELEVISION

CHANNEL 4

12:00 Noon A pageant of fashions from 1890 to today will be narrated by Jinx . Falkenburg and Tex McCrary in the Park Avenue lobby of the Waldorf-1:00 P.M. Astoria. Public Relations: Art Settel, CI. 7-8300, Ext. 8096.

(Continued)

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EASTER ACTIVITIES IN NEW YORK CITY (Continued) -

Sunday ANNUAL EASTER SUNDAY HOTEL MADISON CAFE MADISON
April 18 "BRACER BREAKFAST" (15 EAST 58TH ST.) MAIN DINING ROOM
12:00 Noon Door prizes will include hats, jewelry, bags at Easter Sunday breakfast.
And Price: \$3.00. For reservation, contact: Alfred, EL. 5-5000. Publicity:
2:30 P.M. Claire Muller, EL. 5-5000.

Sunday EASTER LUNCHEON AND BENEFIT OF SISTER SHERRY NETHERLAND April 18 FASHION SHOW KENNY FOUNDATION CRYSTAL-CARNAVAL RMS 12:00 Noon Fashions by Oleg Cassini will be modeled by society women and celebrities. To Hats-Mr. John. Jewelry: Trifari. Reservations: \$10.00; contact: Mary 4:00 P.M. Savina, EL. 5-2800. Sister Kenny Contact: Peter V. Gazzola, MU.2-3535. Luncheon Sherry Netherland Publ: Alexandre Tarsaidze, EL. 5-2800.

Sunday LUNCHEON SHOWING OF JOHN FREDERICS, INC. HOTEL PIERRE
April 18 SPRING MILLINERY (29 EAST 48TH ST.) COTILLION ROOM
12:30 P.M. Annual Easter Sunday fashion show of hats by John Frederics. Furs-Ritter
Luncheon Bros. Jewelry-Black, Starr & Gorham. A panel will judge the most attractive hats worn by the guests. Reservations: \$6.50; contact: "Beverly",
TE. 8-8000. John Frederics Publ.: Marcia Scott, PL. 3-1010. Pierre
Fashion Director: Nola Luxford, TE. 8-8000.

Sunday SPECIAL EASTER PEG FISCHER HATS; HOTEL PLAZA
April 18 FASHION SHOW LA BOUTIQUIERE RENDEZVOUS ROOM
1:00 P.M. Hats by Peg Fischer and gowns from La Boutiquiere will be presented durLuncheon ing luncheon. A panel of celebrities will judge hats of women in the
audience. Price: \$7.00. For reservations; contact: PL. 9-3000, Ext. 176.
Commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

Sunday EASTER LUNCHEON EVYAN PERFUME SAVOY PLAZA HOTEL
April 18 FASHION SHOW

1:30 P.M. The Savoy Plaza Easter Sunday luncheon and fashion promenade features
Luncheon Evyan's "Most Precious" Perfume. Hats-Emme; Furs-Milton Herman;
Accessories--Elgin American. Guest of Honor: Deborah Kerr. Commentator:
Lisa Ferraday. Reservations: \$6.00; contact: EL. 5-2600. Publicity:
Claire Wilson, EL. 5-2600.

Sunday BENEFIT FOR CITY CITY CENTER OF HOTEL PLAZA
April 18 CENTER GALLERY MUSIC AND DRAMA GRAND BALLROOM
4:00 P.M.- Easter Sunday Tea-Dance, with proceeds for the City Center Gallery, to
7:30 P.M. aid in the displaying and sale of contemporary art. Tickets: \$7.50; box
Tea Dance seats, \$8.75. Contact: Mrs. Morton M. Banks, 155 E. 72nd St., RE.4-2077.

Sunday EASTER FANTASY CBS-TELEVISION CHANNEL 2
April 18 TELEVISION SHOW

5:00 P.M.- "Once Upon An Easter Time" -- an Easter fantasy about a little boy who 6:00 P.M. dreams of good fairies and witches, with Gwen Verdon, Bobby Clark, Doretta Morrow. CBS-TV Publ.: Tom Carlile, 51 E. 42 St., PL. 1-2345.

Monday
April 19
1:00 P.M.
Luncheon
BOUTIQUE FASHIONS
DURING LUNCHEON
1:00 P.M.
Luncheon
DURING LUNCHEON
CARLTON HOUSE
CARLTON HOUSE
CARLTON ROOM
Winston. Contact: Headwaiter, TE. 8-3000. Zita Contact: RE. 4-0101.
Carlton House Publ: Rasponi Assoc., TE. 8-8171.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 20 9:00 A.M 10:30 A.M. Breakfast	PRESS PREVIEW: NEW FABRIC DESIGN Owens-Corning Fiberglas Conew concept in fabric design invitation only. Public	OWENS-CORNING FIBERGLAS CORP. rp. will present a private gn, interpreted by Doris an city: Vicki Schmidt, PL. 9-	SHOWROOM press showing of d Leslie Tillett.
Tuesday April 20 9:30 A.M. 11:30 A.M. Breakfast	PRESS PREVIEW: NEW WALLPAPER FOR 1954 "Documentary In Design, Con New Decor Portfolio styled invitation, Publicity: Man	ntemporary In Concept"wal by Wilton E. Owen and Will	SHOWROOM-7TH FLOOR lpaper for 1954, with iam J. Galligan. By
Tuesday April 20 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING Subject: "Your New Consumer Her." Speakers: G. Maxwell Kenyon & Eckhardt; Paul Lyr Robinson. Price: \$4.50 for Ruth Boyle and Leslie Munro Publicity: Ruth Hammer Asso	(9 ROCKEFELLER PLAZA) - Where She Lives; What Ule, Vice President in Ch ness, Director of Magazine members; \$4.75 for guests Contact: The Fashion Gr	BALLROOM She Does; How To Sell arge of Research, Research, Gallup & Co-Chairmen:
Tuesday April 20 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN Russeks will present Summer invited. Open to public.	cotton fashions by Jerry	7TH FLOOR Gilden. Press WI. 7-1900.
Tuesday April 20 4:00 P.M 7:00 P.M. Cocktails	PRESS PREVIEW OF MODERN FURNITURE Preview of modern furniture Sorensen, and manufactured Allene A. Stearn, 1104 Lexi	e, designed by von der Lanc by Pine & Baker. By invit	667 MADISON AVENUE SHOWROOM ken, Lundquist and ation. Publicity:
Tuesday April 20 8:00 P.M. Dinner- Dance	THIRD ANNUAL "APRIL IN PARIS" BALL "Bal de la Soie"—third and for benefit of French Hospi Seven leading French coutur Givenchy, Castillo of Lanvi which will be shown. Hats- Cartier. Furs—Revillon. Nigot, "April in Paris" Bal	tal, French Students Fund a ciers—Balenciaga, Balmain, n—are making a special collegroux, Orcel, Paulette, Reservations—\$75.00: controls	and The Atlantique. Dior, Desses, Fath, llection of dresses Reboux. Jewels act: Miss Liselle
Wednesday April 21 12:30 P.M. Luncheon	DURING LUNCHEON Arnold Constable's Summer s	Date and Show.) Press by in maiter, EL. 5-3000. Arnold	nvitation. Public by Constable Publicity:
Wednesday April 21 5:00 P.M 7:00 P.M.	Will William as a first state or comments.	DUNBAR FURNITURE CORP. OF INDIANA mbar Furniture showroom. Fri., April 23, from 4:00	305 EAST 63RD STREET SHOWROOM By invitation. Open -6:00 P.M. Publicity:

7:00 P.M. Cocktails

house, Thurs., April 22 and Fri., April 23, from 4:00-6:00 P.M. Publicity: Hockaday Associates, 601 Madison Avenue, MU. 8-9250.

DATE	WHAT'S GOING ON GIVEN BY	WHERE
Wednesday April 21- April 30	- SECOND FESTIVAL COMMITTEE	AND VICINITY with the "Paris in New York" val to express friendship for on New York. Contact: Michael
April 25	DAYLIGHT SAVING TIME BEGINS-Sunday. (Move of	locks ahead one hour).
April 25- May 1		t., N.Y., WI. 7-9804.
Tuesday April 27 9:00 A.M 5:00 P.M.	SELLING SEMINAR (488 MADISON AVE.) - Esquire Magazine's "Fashion Forum and Selling	Seminar" for manufacturers, staged by The Shivell-Hall Co.
Tuesday April 27 11:00 A.M.	SUMMER FASHIONS	wiew their Summer collection
Tuesday April 27 12:15 P.M. Luncheon	KNITTED FASHIONS SPORTSWEAR Rosanna Knitted Sportswear will present a spe	COTILLION ROOM cial preview of the Fall news
Tuesday April 27 4:30 P.M 6:30 P.M. Cocktails	FASHIONS IN COTTON (58 WEST 40TH ST.) M. & W. Thomas presents an "Editorial Revue", cotton fashions by: Ben Barrack, Harvey Berin	TERPACE ROOM featuring Spring and Summer , Charles Cooper, Jane Derby, histicates, Kane-Weill, Lanz l Rosenbloom, Tiny Town Togs.
Wednesday April 28 2:30 P.M.		ndsor. Press invited. Onen
Wednesday April 28 5:00 P.M. Cocktails	FASHION INSTITUTE OF SOCIETY OF N.Y. DRI TECHNOLOGY BENEFIT DESIGNERS Benefit cocktail party for Fashion Institute of bag of gifts donated by manufacturers through contact: Society of N.Y. Dress Designers, 145	BOWMAN ROOM of Technology, with a grab out the country. Price: \$6.50.
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS (37 WEST 57TH STREET About 125 merchants will be honored for outstations of manufacturers' advertised brands at a Brand Name Retailer-of-the-Year Awards. Speak man, U.S. Atomic Energy Commission. Price: \$2 Hallock, or Nathan Keats at Brand Names Foundate	ET) BALLROOM anding year-round presenta- a dinner announcing the 1953 ter: Lewis L. Strauss, Chair- 20.00. Contact: George

DATE	WHAT'S GOING ON GIVEN BY WHERE
Wednesday April 28 6:00 P.M 8:00 P.M.	COTTON FASHION AWARD LEADERS IN COTTON HOTEL SHOREHAM IN WASHINGTON, D. C. Second annual Cotton Fashion Award will be presented in Washington, D.C. at the Congressional Reception of the National Cotton Council. Sponsored by Arthur Beir Co., Dan River Mills, Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Galey & Lord, Peter Pan Fabrics, Schlichter-Macfarlane Co., Skillmill, Inc. (Hope Skillman), Stern & Gutman, Stoffel & Co., M. & W. Thomas. A jury of twelve from retailing and the press will select designer who will receive the award. Fashion show of Summer cottons by leading American designers. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.
Thursday April 29 10:00 A.M. Open House	PRESS PREVIEW: FALL SIDNEY GOULD CO., LTD. 1384 BROADWAY KNIT COLLECTION SHOWROOM - 14TH FLOOR Open house preview of "Grandstand Play" collection of knitted coordinates, suits, dresses, sweaters, evening gowns, designed by Rhoda Elkin for juniors, misses and tall girls. By appointment: 10:00 A.M12:00 Noon (breakfast); 2:00-5:00 P.M. (cocktails). Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.
Thursday April 29 11:00 A.M.	CHARLES JAMES DRESSMAKER CASUALS 512 SEVENTH AVENUE PRESS PREVIEW WITH CHARLES JAMES SHOWROOM - 9TH FLOOR Dressmaker Casuals with Charles Jamespress presentation of coats and suits. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.
Thursday April 29 12:30 P.M. Luncheon	FALL PREVIEW: KNIT LASS O'SCOTLAND WALDORF-ASTORIA DRESSES & SWEATERS (1407 BROADWAY) SERT ROOM Lass O'Scotland will present to the press and trade their Fall collection of "The Flare Knit" dresses and Scottish Maid sweaters. By invitation. Contact: Marion Cherry at Diamond-Barnett, Inc., MU. 2-7025.
Thursday April 29 1:00 P.M. Luncheon	FASHIONS BY GOTHE BONWIT TELIER HOTEL FLAZA DURING LUNCHEON PERSIAN ROOM Presentation of Summer fashions by Gothe (David E. Gottlieb), available at Bonwit Teller, at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothe Publicity: Nona James, CH. 4-7658. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.
Thursday April 29 5:30 P.M.	SPRING AND SUMMER SAKS 34TH STREET 4TH FLOOR FASHION SHOW Saks 34th will present fashions for late Spring and early Summer. Open to public. Publicity: Frances Eisner, LA. 4-7000.
Friday April 30 12:30 P.M. Luncheon	JACQUES FATH FASHIONS "PARIS IN NEW YORK" HOTEL PLAZA AT BENEFIT SHOWING COMMITTEE BALLROOM Special luncheon show in conjunction with Second Annual "Paris in New York" festival, with a presentation of fashions by Jacques Fath. Luncheon \$10.00. Contact: "Paris in New York" Committee, 40 E. 57th St., PL.3-8376. Fashion Show Publicity: Eleanor Lambert, MU. 8-2130.
May 1- May 8	INTERNATIONAL LACE FESTIVAL. Theme: "Lace Is a Young Fashion." Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison, MU.9-1630.

	DATE	WHAT'S GOING ON	GIVEN BY	WHERE
8	Sunday May 2 V 5:00 P.M. And May 3 4:00 P.M.	AND WINTER SHOES Preview of shoe fashions : England Shoe and Leather : Co-Managers: Edward Atking coordinator: Betty Green,	POPULAR PRICE SHOE SHOW OF AMERICA for Fall and Winter, sponsor Ass'n and National Ass'n of and Maxwell Fields. Common Independent Retailers Syndi- uction: Mildred Kaldor, MU. 9	BALLROOM red jointly by New Shoe Chain Stores. entator and fashion icate. By invita-
Destanting of the second	Monday May 3 12:00 Noon Luncheon	AWARDS LUNCHEON The Lord & Taylor Awards— teenth Annual Luncheon. American men and women.	LORD & TAYLOR -\$1,000 each-will be presentles awards have been presentles awards. Contact: National Relations: Rea Lubar, WI. 7	ented annually to Mrs. Patricia Young,
	Monday May 3 12:00 Noon Luncheon	"At Home And On The Go"(OOMPHIES, INC. (350 FIFTH AVE.) Comphies presents Fall and How for press and trade. By at Comphies, PE. 6-9444.	COTILLION ROOM Holiday fashions in
	Tuesday May 3 5:00 P.M 7:00 P.M. Cocktails	Stutz, new director of Fas	I. MILLER & SONS 7 7 1st Floor"open house to shion Promotion Division and By invitation. Publ.: Rut	SHOWROOM-71ST FLOOR meet Miss Jerry to view new Fall and
	Beginning Monday May 3- May 31	SIGNATURE ORIGINAL SCARF BY SALLY VICTOR "Carnation for Mother", de scarf and handkerchief pro	CAROL STANLEY, INC. signed by Sally Victor M motion. Publ.: Jo Kellerma	MAIN FLOOR lay Signature Original
	Wednesday May 3- May 4	IN CALIFORNIA Monday, May 3: Marusia,	LEADING DESIGNERS Howard Greer, Angovar, Ire ewman, Athena, Cahill Ltd. ter.	LOS ANGELES, CALIFORNIA ne, Edith Small.
	Tuesday May 4 9:30 A.M. Breakfast	PREVIEW OF FAIL "TOMMIES" PAJAMAS Press showing of new Fall Publicity: Shirley F. Milt	"Tommies" pajamas and Loung on at Kaylon, MU. 9-6292.	180 MADISON AVENUE SHOWROOM-5TH FLOOR TO Wear. By invitation.
	Tuesday May 4 10:00 A.M. Brunch	the Consulate General of I	IRISH CONSULATE GEN.: IRISH EXPORT PROM. BD. BE Gilbert's Fall and Winter Freland and the Irish Export INS on display to 3:00 P.M. OC., 2 West 59th St., EL. 5	GOLD SUITE couture fashions by Promotion Board. By invitation only.
		KEN BARR OF CASINO SUMMER FASHIONS Russeks will present Summe invited. Open to public.	RUSSEKS FIFTH AVENUE r separates by Ken Barr of Publicity: Florence Lord,	7TH FLOOR Casino. Press WI. 7-1900.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 4 3:30 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR FASHIONS Preview for resident buyers vitation only. Publicity: G	(1407 BROADWAY) of White Stag's new conc	ANNOUNCED ept for Fall. By in-
Tuesday May 4 3:30 P.M. Cocktails	PRESS PREVIEW: FALL COAT COLLECTION La Vigna will present to th casual coats; also, introdu invitation. Contact: Mario	e press their Fall collection of new fabric to the	tion of luxury fabric e luxury field. By
Wednesday May 5 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will prose tact: Headwaiter, EL.5-3000 Waldorf Fashion Director:	nt their Summer fashions . Arnold Constable Publ:	EMPIRE ROOM during luncheon. Con- Gloria Geis, MU.5-2300.
Wednesday May 5 4:00 P.M. Cocktails	FALL VELVETEEN AND CORDUROY FREVIEW Merrimack Manufacturing Co. first show ever presented i sports, evening and hostess Fashion Director: Ann Smith	will present Fall velvet n Metropolitan Opera Hous fashions at 5:30 P.M. Ad	eens and corduroys at e. Showing of daytime, mission by ticket only.
Sunday May 9	MOTHER'S DAY. Theme: "She Contact: Irving K. Edwards,		
Beginning Monday May 10	OPENING OF FALL BRIDAL COLLECTION Murray Hamburger will prese Mallet, at continuous showi		SHOWROOM - 20TH FLOOR , designed by Gaston
Monday May 10- May 15	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Contact: Richard Alexander		THE COUNTRY National Cotton Week.
Tuesday May 11 9:00 A.M. Breakfast	PREVIEW: FALL LINGERIE, INFANTS', CHILDREN'S WEAR "Carterama"press preview infants', children's, men's plete display before and af Gifford, BED&O, EL. 5-5800.	of Carter's Fall and Wint and boys' wear. Showing: 'ter show. By invitation.	SHOWROOM - 23RD FLOOR er lingerie, warmwear, 9:30-10:30 A.M. Com-
Tuesday May 11 10:30 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION Breakfast preview of Ronnet buying offices, Fifth Avenu Williams, 124 West 55th St.	e stores. By invitation.	SHOWROOM - 17TH FLOOR for press, New York
Thursday May 13 12:15 P.M. Luncheon	"TRAIL BLAZER" AWARDS AT LUNCHEON MEETING National Home Fashions Leag during luncheon. (More deta East 44th St., MU. 7-8122.	FASHIONS LEAGUE, INC. que will present their "Tr	ail Blazer" Awards

East 44th St., MU. 7-8122.

DATE WHAT'S GOING ON GIVEN BY WHERE PREVIEW OF FALL Thursday SMARTEE, INC. STORK CLUB BLOUSE COLLECTION (1384 BROADWAY) May 13 3 EAST 53RD STREET 12:30 P.M. "Top Glamour" -- preview of Smartee's new line of Fall blouses. By invitation Luncheon only. Publicity: Pauline Parker at Maybruck Assoc., IE. 2-9994. ANNUAL FASHION Thursday LABORATORY INST. OF HOTEL MCALPIN May 13 SHOW BY STUDENTS FASHION MERCHANDISING GRAND BALLROOM 1:30 P.M. "United Nation's Top Secret" -- fashion show presented by students of The Laboratory Institute of Fashion Merchandising for benefit of National Arthritis Foundation. Price: \$3.00; contact: MU. 8-4360. Contact: Frieda Curtis, Dean, 45 W. 34th St., CH. 4-5288. May 15-NATIONAL LUGGAGE & LEATHER GOODS WEEK. May 22 Contact: Elizabeth Fryman, 220 Fifth Avenue, LE. 2-3960. Monday PRESS PREVIEW OF HELEN WHITING. INC. 1407 BROADWAY TRANSITIONAL COTTONS SHOWROOM - 31ST FLOOR May 17 Open House "Calendar Cottons" -- a junior collection of cotton dresses designed by Miss Frances. By appointment. Publ.: Ken R. Williams, JU. 6-8217. Beginning OPENING OF FALL FASHION ORIGINATORS! MANUFACTURERS! DRESS COLIECTIONS Monday GUILD OF AMERICA. INC. SHOWROOMS May 17 The members of the Fashion Originators' Guild of America will present Fall collections two weeks earlier than previous years. Members include: LARRY ALDRICH CO., INC. HORWITZ & DUBERMAN RUDOLF GOWNS BEN BARRACK, INC. INTERNATIONAL DRESS CO. MARTIN SIMON, INC. HERBERT SONDHEIM HARVEY BERIN. LTD. J L F ORIGINAL, INC. ED GERRICK. INC. NAT KAPLAN, INC. FRANK STARR, INC. A. GOODMAN & CO. DAVID LEVINE CO. SUZANNE-AUGUSTINE GRABOIS PAUL PARNES CORP. HANNAH TROY. INC. FRED GREENBERG DRESS CO. PARNIS-LIVINGSTON, INC. SAMUEL WINSTON, INC. JOSEPH HALPERT, INC. BEN REIG. INC. Contact: Leonard W. Gendler, Exec. Sec., 1440 Broadway, CH. 4-6945. ADELE SIMPSON, INC. 530 SEVENTH AVENUE FALL COLLECTION SHOWROOM - 23RD FLOOR Adele Simpson will present her Fall collection at 10:00 A.M. daily. By

Beginning OFENING OF Tuesday May 18 10:00 A.M. appointment. Contact: Beatrice Cannon, LA. 4-7626.

Tuesday PRESS PREVIEW OF CHRISTIAN DIOR-730 FIFTH AVENUE SALON - 7TH FLOOR May 18 FALL COLLECTION NEW YORK, INC. 10:30 A.M. Press showing of the Christian Dior-New York 1954 Fall and Winter collection at 10:30 A.M. Trade showings at 2:30 P.M. Admission by invitation only.

PRESS PREVIEW OF Tuesday HANNAH TROY. INC. 530 SEVENTH AVENUE May 18 FALL COLLECTION SHOWROOM - 2ND FLOOR 4:00 P.M. Cocktail press showing of Hannah Troy's Fall collection. By invitation. Cocktails Daily trade showings at 1:00 P.M., beginning Wednesday, May 19. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.

Wednesday PRESS PREVIEW OF 498 SEVENTH AVENUE GRABOIS FALL COLLECTION SHOWROOM - 5TH FLOOR May 19 4:00 P.M. Grabois will invite the press to a preview of their Fall collection, design-Cocktails ed by Zelma Golden. By invitation only. Daily trade showings beginning Thurs. May 20, 1:15 and 4:00 P.M. Publ.: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630. -9-

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 20 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COAT COLIECTION Preview of Lederman's Fall camel hair, fleeces all Publicity: Joel Ettinger, F	(230 WEST 38TH ST.) coat collection, including luxury-loomed by Einiger.	THE COTTAGE g pure cashmeres, By invitation only.
Tuesday May 25 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR FASHIONS Nelly de Grab presents a pr separates, coordinates and Publicity: Sidney Dee Block	(1407 BROADWAY) review of her new Fall coldresses. Press and trade	TERRACE ROOM lection of sportswear, by invitation.
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Benham Ori Publicity: Donna Cannon,	iginals Fall collection.	SHOWROOM - 8TH FLOOR By invitation only.
Tuesday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Donald Dress will preview to press and buyers. By invitagune 1, at 12:00 Noon (lunc	their Fall collection at a tation only. Trade showing	SHOWROOM - 9TH FLOOR a cocktail party for ags, beginning Tuesday,
Beginning Tuesday June 1		#E SPORTSWEAR GUILD) 550 Seventh Avenue. 550 Seventh Avenue. 498 Seventh Avenue. 550 Seventh Avenue. 550 Seventh Avenue. 498 Seventh Avenue. 498 Seventh Avenue.	BR. 9-9600 PE. 6-6909 LA. 4-2577 LO. 5-3041 LA. 4-6691 LA. 4-9724
Tuesday June 1 4:00 P.M.	FALL FASHIONS FROM AUGUST ISSUE "Seventeen" presents Fall for promotional tie-in stor	fashions from the August :	FASHION INST.OF TECH. 225 WEST 24TH STREET issue. By ticket only, ges, PL.9-8100, Ext. 278.
Wednesday June 2 9:30 A.M. And 2:30 F.M.	EIGHTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of issue. By invitation only, Contact: Ninki Hart, Spec.	for Mademoiselle's offic:	ial tie-in stores.
Thursday June 3 8:45 A.M 2:00 P.M.		agencies. Presentation of a line analyses and merch wilinsky, Promotion Manageryl Tucker, Fashion Edit	GRAND BALLROOM es, resident buyers, of new silhouettes, andising ideas. er, Filene's of Boston. or of "Parents'